

### **REMARKS/ARGUMENTS**

The non-final Office Action of September 8, 2004 has been carefully reviewed and these remarks are responsive thereto. Reconsideration and allowance of the instant application are respectfully requested. Claims 1, 14, 17, 19, 23, 25, 36, 39, 41, 45, and 66 have been amended. Claims 1-68 remain pending.

Claims 14, 19, 25, 36, 41, and 66 have been amended to conform the claims to amendments made to their corresponding independent claims.

Claims 1-68 stand rejected under 35 U.S.C. § 103(a) as being unpatentable over Jois et al. (U.S. Patent No. 6,112,242, hereinafter referred to as *Jois*) in view of Moore et al. (U.S. Patent No. 6,330,575, hereinafter referred to as *Moore*). Applicant respectfully traverses this rejection.

As amended independent claims 1 and 23 each recite, among other features, “generating a web page layout” and “automatically generating an updated web page layout responsive to receiving the style template selection signal.” Applicant’s invention is patentably distinguishable over the prior art because the combination of *Jois* and *Moore* neither teaches nor suggests this feature of Applicant’s claims 1 and 23. In *Jois*, the composite web page is not generated until all templates have been loaded (col. 7, lines 25-31; step 670 in Figure 6). In *Moore*, as shown in Figure 7, a user must first perform a selection operation to preview the Web page using the Development Tool. (See *Moore*, Figure 7). Any type of finished web page or preview web page is not generated automatically. Therefore, the combination of *Jois* and *Moore* fails to teach or suggest, “generating a web page layout” and “automatically generating an updated web page layout responsive to receiving the style template selection signal,” as recited, among other features, in Applicant’s claims 1 and 23.

Applicant’s amended independent claims 17 and 39 each recite, among other features, “generating a web page layout” and “automatically generating an updated web page layout responsive to receiving the macro style template selection signal.” Applicant’s invention is patentably distinguishable over the combination of *Jois* and *Moore* for at least the same reasons as stated above with reference to Applicant’s claims 1 and 23. As amended, independent claim 45 recites, among other features, “displaying a web page layout on a display” and “automatically

displaying an updated web page layout in response to the received style template selection signal." Applicant's invention is patentably distinguishable over the combination of *Jois* and *Moore* for at least the same reasons as stated above with reference to Applicant's claims 1, 17, 23, and 39.

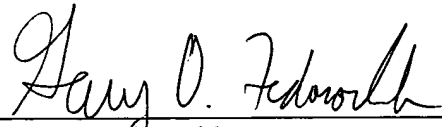
Applicant's claims 2-16, 62-63, and 65-68, 18-22 and 64, 24-38, 40-44, and 46-61, which depend from claims 1, 17, 23, 39, and 45, respectively, are patentably distinct over the combination of *Jois* and *Moore* for at least the same reasons as their ultimate base claim and further in view of the novel features recited therein.

### **CONCLUSION**

All rejections having been addressed, Applicant respectfully submits that the instant application is in condition for allowance, and respectfully solicits prompt notification of the same. Should the Examiner find that a telephonic or personal interview would expedite passage to issue of the present application, she is encouraged to contact the undersigned attorney at the telephone number indicated below. Applicant looks forward to passage to issue of the present application at the earliest convenience of the Office.

Respectfully submitted,  
**BANNER & WITCOFF, LTD.**

Date: December 8, 2004

By:   
Gary D. Fedorochko  
Registration No. 35,509

1001 G Street, N.W.  
Eleventh Floor  
Washington, D.C. 20001-4597  
(202) 824-3000